

# A Palace of Magnificence to Be the Future Home of the Hardman Piano In the Heart of the Finest Retail District

Hardman, Peck & Co. take No. 433 Fifth Avenue and will erect thereon the most unique and costly building of its size in New York, exclusively devoted to the sale of pianos, to be known as Hardman House.

Messrs. Hardman, Peck & Co., one of the most prominent piano manufacturers in New York, have secured the premises No. 433 Fifth Avenue, and will erect thereon the most unique showrooms in New York.

This building will be located in what is known as the heart of the finest retail district in New York, between the new depot of the Pennsylvania Railroad and that of the New York Central; and Hardman, Peck & Co. have shown great business judgment in securing this remarkable location.

## The Building a Master Construction

The building will be designed by the architects, Messrs. Francis G. Stewart and Harry Allen Jacobs. The exterior will be in Italian style, built in white marble, with a colonnade on the second floor, separated by columns of Pavanavva marble. Between these columns will stand large carved marble boxes filled with flowers. The back of the colonnade will be of French plate glass. The ground floor entrance will be particularly impressive, with large bronze candlesticks at the entrance, and the show window will be set in a border of white marble elaborately carved. The walls and ceiling of the entire ground floor will be built of Caen stone. The ceilings will be arched and elaborately carved in stone, and a circular marble stairway, which will be one of the features of the building, will run up to the second floor.

## A Meeting Place for Musicians

The Hardman warerooms have lately become the rendezvous for the great musicians visiting New York. It is no uncommon thing to meet there on an afternoon Madame Tetravini or Madame Destinn, Mr. Caruso, Mr. Slezak, Mr. Renaud, etc. The firm, therefore, in planning this new building decided to introduce a reception room on the ground floor, where artists may find at their disposal every convenience in case they wish to write a letter or make it a meeting place with friends. An interpreter, who speaks German, French, Italian, as well as English, will always be on hand. The firm will also probably serve tea in this room in the afternoons to customers and visitors, who may, at the same time have the opportunity in this way of becoming acquainted with the world's most prominent artists.

## Unusual Rooms

These remarkable instruments will be displayed in sound-proof rooms, suitably arranged so that each customer will be waited on in a room by himself, and it is understood that this exhibition of player-pianos will be one of the finest in New York City. There will also be private rooms in which to try music for those who wish to purchase perforated music rolls.

Besides this, there will be on almost every floor a room decorated in some period design, such as Louis XV., Louis XVI., Mission, Colonial, Adams, Sheraton, etc., each containing only one piano to match the particular style of decoration of the room. This is being done so that a prospective purchaser may see how the piano case will match the style of decoration, which he may want to introduce in his own home. These instruments will always be ready for immediate delivery by the firm instead of having to be made to order, as is usual where any special design of case is wanted. The rooms and pianos will be designed by one of New York's foremost decorators, and will, each of them, be a work of art in its particular style. It is stated that one of these rooms will cost about \$20,000 to decorate.

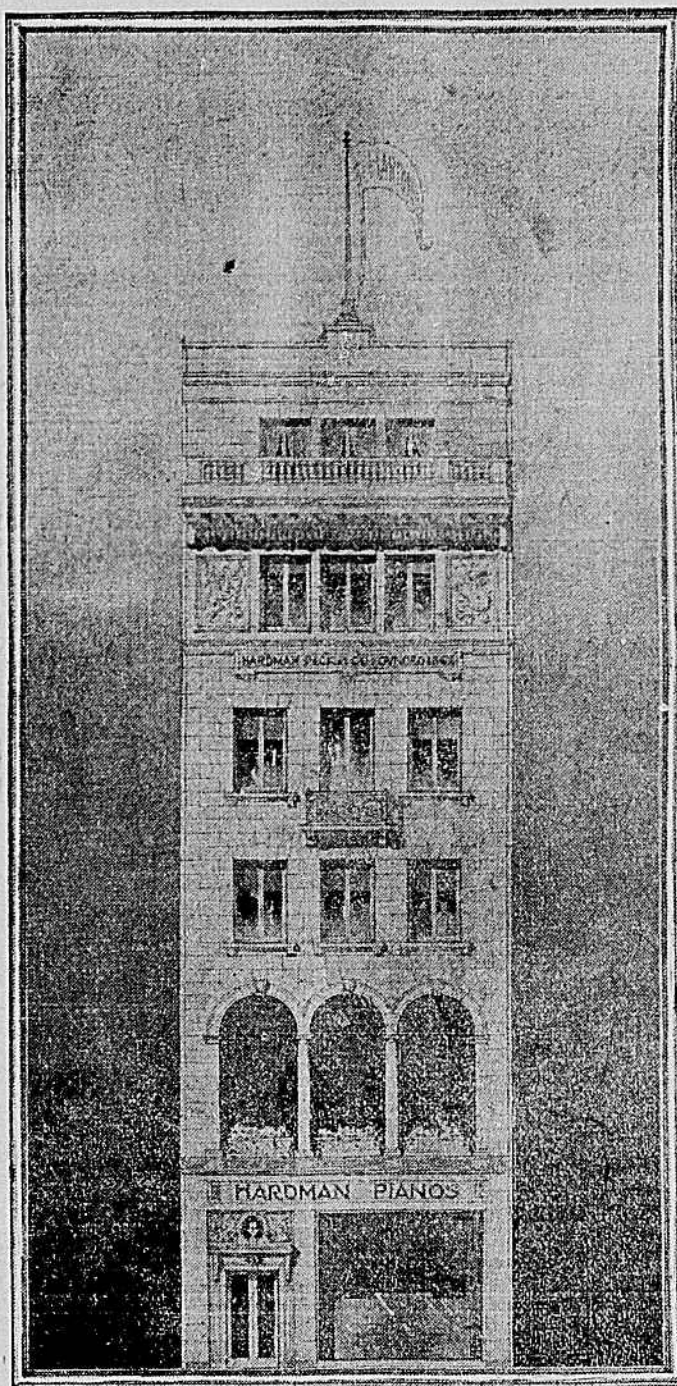
## The Arrangement

The balance of the first floor will be devoted to the exhibition of a half a dozen art pianos in various designs of cases. No selling will be done on the ground floor.

The second floor will be entirely devoted to the sale and exhibition of Grand Pianos.

The third floor will be devoted to Hardman Upright Pianos; the fourth floor to Harrington and Standard Upright Pianos, made by a concern which is owned by Hardman, Peck & Company, and will be sold by the firm as a thoroughly reliable piano to people who do not wish to pay quite as much as the Hardman Piano costs. These pianos sell as low as \$350.

The fifth and sixth floors will be devoted to the sale and exhibition of the Autotone, the piano ALL can play by hand or perforated music rolls.



## 21 Years' Lease

It is understood that the lease is for twenty-one years at an aggregate rental of about \$750,000, and was negotiated by M. & L. Hess. The building will be finished about April 1, 1911. Mr. Alfred L. Peck, president of the firm, stated that the dedication of this new piano palace will take place about March 1st next, and that many of the most prominent opera singers have promised to be present and lend their assistance to make the occasion a memorable one.

## Established 1842

The firm of Hardman, Peck & Company, one of the largest and most prominent piano manufacturers in America, was established in 1842 by Mr. Hugh Hardman. In 1879 the late Mr. Leopold Peck entered the firm. Since that time their business has steadily increased, and the reputation of the Hardman Piano has marched straight to the front rank of American pianos.

Their present showrooms in New York City are located at No. 138 Fifth Avenue, near Nineteenth Street, where they have been for nearly thirty years, but on account of the encroaching wholesale business in this section, the firm has decided to make this very wise move. They have another large retail establishment at No. 524 Fulton Street, Brooklyn, N. Y., and are represented by the most prominent music houses in almost every city in the United States and Canada as well as in the large centres of Europe.

# A Hearty Invitation is Extended to Piano Convention Visitors and Others To See the Display of Hardman Pianos at Store of Walter D. Moses & Co.

THEY WERE SENT TO US FOR THIS SPECIAL OCCASION

For thirty-one years we have sold the Hardman Pianos in Richmond, Virginia and North Carolina. To-day the name HARDMAN is a household word here. A large number of the homes owning pianos have the Hardman. And the Hardman Pianos that we sold more than thirty years ago are in first class condition to-day.

## The Hardman Piano---The Piano That Improves With Use

For near three-quarters of a century Hardman Pianos have been growing better. Meantime—chosen after much experience by schools and colleges, where a piano gets ten times the use it gets in the home—the Hardman continues to demonstrate that it holds its excellence longer than any other piano.

*The Hardman Piano Is Made in Three Forms :*

### The Hardman Grand Piano

The Small Grand, the Baby Grand, the Parlor Grand

### The Hardman Upright

Made in six styles and in many varieties of artistic cases.

Hardman, Peck & Co., Established 1842 New York

# WALTER D. MOSES & CO.,

103 E. Broad Street. Oldest Music House in Virginia and North Carolina. Sole Distributors for Richmond.